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# AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.



Vol. XXVII

ROCHESTER, N. Y., MARCH 15, 1918

No. 6

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## WANTED

Your order for any of the stock listed, which is well grown, strong, healthy stocks that will please you.

1000 Norway Spruce, 18-24 in.  
1500 Norway Spruce, 2-3 ft.  
500 Norway Spruce, 3-4 feet  
100 Norway Spruce, 5-6 ft.  
1000 Carolina Poplar, 5-7 ft.  
600 Carolina Poplar, 7-9 ft.  
1000 Lombardy Poplar, 3-5 ft.  
800 Lombardy Poplar, 5-7 ft.  
800 Lombardy Poplar, 7-9 ft.  
200 Honeysuckle Halls, extra heavy.  
200 Dogwood Red, 18-24 in.  
200 Lilac Common Purple, 4 ft.  
100 Flowering Currant, 3 ft.  
10000 Marlboro Raspberry bushes, No. 1.  
25000 Blackberry Bushes in assortment.  
20000 Apple Trees, in leading varieties.

Also other Fruit trees and Ornamental stock.

Send your 'WANT LISTS' for price.

**LOUIS M. EMPIE**

The Highland Nurseries

JOHNSTOWN, N. Y.

## American Sweet Chestnut

## American Elm

## Silver Maple

## Hydrangea G. P. and A. G.

## Common and Japan Snowball.

## Deutzias and Forsythias

If you are in need of any of the above items it will be to your advantage to write us.

We can give you quality, quantity and low prices.

We carry a good assortment of Evergreens, Tree Seedlings and Shrubbery.

Ask for our trade price list.

**J. JENKINS & SON**

WINONA,

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OHIO.

**American Fruits Publishing Company, Inc.**

121-123-125 Ellwanger & Barry Building  
Rochester, N. Y., U. S. A.

# A Complete Variety List

—OF—

ORNAMENTALS, FRUITS, EVERGREENS  
ROSES

CLEMATIS and HERBACEOUS PLANTS

FOR

NURSERYMEN                    ORCHARDISTS  
DEALERS                        GARDENERS  
LANDSCAPE ARCHITECTS

Lowest Prices Consistent With Quality

Our office and nurseries are situated on  
the Rochester and Eastern R. R. only  
one and one-half hours from Rochester.

**W. & T. SMITH COMPANY**

THE GENEVA NURSERY

1000 Acres                    GENEVA, N. Y.                    70 Years

We are subscribers to the Nurserymen's  
Market Development Fund.

# Apple Seedlings

A surplus in all grades. Grown on new land. Strong,  
healthy stocks that will please.

# Apple Grafts

Made to order. Satisfaction guaranteed. If short of  
labor, let us make your grafts for you.

**A complete line of nursery  
stock for the wholesale trade**  
**Elm, American White, in car  
lots**

**Always pleased to quote prices**  
**Ask for Winter Trade List**

# Mount Arbor Nurseries

E. S. WELCH, Pres.

**SHENANDOAH,**

**IOWA**

We are subscribers to the Nurserymen's  
Market Development Fund.

# FOR SPRING OF 1918

WE WILL HAVE OUR USUAL LINE OF

**Ornamentals, Shade Trees,**

**Perennials,**

**Apple, Plum, Cherry,**

**Peach, Etc.**

**C. M. HOBBS & SONS**

**Marion Co.**

**Bridgeport, Ind.**

We are subscribers to the Nurserymen's  
Market Development Fund.

# LINING OUT BARGAINS

	1,000	5,000
	lots.	lots.
Barberry Thunbergii, 4 to 6 inches.....	\$ 6.00	\$ 5.00
Barberry Thunbergii, 6 to 12 inches.....	10.00	8.00
Forsythia assorted, 10 to 15 inches.....	10.00	8.00
Forsythia assorted, 12 to 18 inches.....	12.50	10.00
Honeysuckle assorted, 4 to 6 inches.....	7.00	6.00
Honeysuckle assorted, 6 to 12 inches.....	10.00	
Honeysuckle assorted, 2 yr. transplanted....	15.00	
Privet Iбота, 4 to 6 inches.....	5.00	4.00
Privet Iбота, 6 to 12 inches.....	10.00	8.00
Snowberry White, 10 to 15 inches.....	12.50	10.00
Snowberry White, 12 to 18 inches.....	15.00	
Spiraea Van Houttei, 10 to 15 inches.....	15.00	
Spiraea Van Houttei, 12 to 18 inches, heavy...	20.00	
Hydrangea P. G., 2 yr., extra strong rooted...	25.00	
Spiraea Anthony Waterer, 2 year strong.....	25.00	

Spring Trade list with full list of lining out stock now ready.

ONARGA NURSERY COMPANY  
Cultra Bros., Managers.

ONARGA, ILL.

# A Luxury Becoming a Popular Food

THERE never was a time when Nut Culture occupied so large a place in the public mind. The war has accentuated tenfold the advantages of crops so valuable for food and so profitable for the grower as nuts. Demand for the AMERICAN NUT JOURNAL is insistent and indicates clearly the marked interest in the subject throughout the country. Nut Culture is the most interesting and most rapidly growing branch of Horticulture.

The U. S. Department of Agriculture says—"There are few sections in the United States suited to agricultural purposes in which some species of nut trees cannot be successfully grown."

E. M. Vall, Kewanee, Ill., says—"No nut lover can afford to miss a single number of the AMERICAN NUT JOURNAL, whether he is a dealer in nuts, disseminator of trees or tree grower, or only a consumer. In every number some one article is worth the subscription. No article in the list of former luxuries is growing so fast in popular favor as a food."

**American Nut Journal**      Subscription, \$1.25  
                                        Advg. per inch, \$2.10  
American Fruits Pubg. Co., 39 State St., Rochester, N. Y.

# American Nurseryman

## The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol. XXVII

ROCHESTER, N. Y., MARCH 15, 1918

No. 6

### Connecticut Nurserymen

The twelfth annual meeting of the Connecticut Nurserymen's Association was held at the Garde Hotel, Hartford, Conn., February 19, 1918, President Baker presiding. The publicity committee reported that it would take that subject up more thoroughly during the summer. The secretary read a letter and circular from John Watson in regard to subscribing to the Organization for Market Development. W. A. Wright and C. S. Franklin were elected members of the association. The following were elected honorary members: F. B. Kelley now of Princeton, N. J.) Harold Atwater (of Agawam, Mass.); Walter Adams and Charles Adams (of Springfield, Mass.) Walter Adams and Charles Adams (of Springfield, Mass.).

Election of officers resulted as follows: President, F. S. Baker, Cheshire; vice-president, C. F. Brainerd, Thompsonville; secretary, F. L. Thomas, Meriden; treasurer, W. W. Hunt, Hartford.

President Baker appointed committees for 1918 as follows:

Legislative: C. F. Brainerd, Chairman, Thompsonville, Conn., Stephen Hoyt, New Canaan, Conn., John R. Barnes, Yalesville, Conn.

Executive: W. W. McCartney, Chairman, New Haven, Conn., John R. Barnes, Yalesville, Conn., W. W. Hunt, Hartford, Conn.

Entertainment: P. M. Hubbard, Chairman, Bristol, Conn., W. E. Campbell, New Haven, Conn., E. A. Brassill, Hartford, Conn.

Publicity: W. E. Campbell Chairman, New Haven, Conn., H. W. Gottschalk, Manchester, Conn., G. M. Hollister, Hartford, Conn.

Dr. W. E. Britton, State Entomologist, gave an illustrated talk on "Bugs and Insects." W. W. McCartney read a paper on "Labor Saving Devices" and it was suggested that secretary write to the secretary of the American Nurserymen's Association suggesting establishing a department of nursery suggestions as to improvements in present machinery, new machinery and labor saving devices—to pick out the practical suggestions and have same published in trade papers and, in case of new machinery, to secure a reliable manufacturer for its building. John R. Barnes spoke on "Food Crops That We Can Grow," and answered many questions regarding same. W. C. Filley, state forester, spoke on "Some Experiences" and other items of interest, particularly "The Blister Rust." R. Scoville, State Federal Food Administrator, had signified his intention to be present and speak on "Curtailing the Growing of Ornamental Nursery Stock," but failed to appear. This subject was discussed and Secretary directed to write Mr. Scoville that the members of this association expected to grow more food products this year than ever before.

F. B. Kelley read a paper on Market Development by Subscription and the National Co-operative Campaign to Create New and Greater Business for Nurserymen. The Association voted to contribute \$50 for one year to this Publicity Campaign, and recommended that the members present do, individually, announce their intention, and

pledge themselves to support such campaign.

The question of prohibiting the importation of nursery stock was discussed and secretary directed to write the Connecticut representatives to Congress that the Connecticut Nurserymen's Association does not approve of the Weeks bill and wishes them to use their influence in Congress to prevent its passing. A letter of thanks was voted to Secretary Smith, of The American Association, on the good work he had done in connection with the Transportation Problem. W. O. Filley invited the association to hold its summer outing at one of the forester's camps. The matter of time and place, however, was left in the hands of the entertainment committee.

F. L. THOMAS, Sec.

Meriden, Conn.

### Fear of Jeopardizing Future

Editor American Nurseryman:

In your issue of March 1, an editorial is printed under the heading "A matter of business, not law." One is constrained to take issue with the soundness of the argument contained therein. If I may, I shall proceed to do so.

The needs of the nurserymen's national association in the matter of legal services do not easily lend themselves to comparison with the needs of a corporation nor the average national trade organization. Our national association represents the nurserymen as a whole and properly should consist of an affiliation of the smaller associations, which exists in the interests of fruit growers, ornamental growers, retailers, wholesalers, etc. At present it practically so exists. As such, it rightly lies within its province to administer to the needs of its members in matters of legislation, both state and federal, transportation and tariff. Lately, a collection department has been added which is advantageous. All of these matters are of common interest and come under the scope of the national association.

Now then, to seek to minimize the necessity for a permanently hired legal advisor and to deny the legal talent required and the amount of work involved in caring for the interests of the nurserymen is to blind ourselves to facts and reason. To contend, for instance, that any one of us could go to Washington and handle a legislative matter efficiently is contrary to better judgment. If any of us should go there on such a mission, we could consider ourselves fortunate if we were able to get within three doors of the audience room. It would be folly with so much at stake to trust to the ability of any nurseryman to properly and effectively present our case. The chances are heavily against the success of such a plan.

Our need for legal advice is ample to warrant the present arrangement and by combining the duties of secretary and counsel, we are obtaining an economical and efficient administration of affairs. The association has been gradually brought to a high degree of efficiency in its activities in this

field. A great many of the flaws now found in our association are born of the enthusiasm for the new plan and when we come to study that plan, we shall find it far from practical and, in fact, most visionary. The great divergence of nursery interests cannot be reconciled and administered through any central organization except as now arranged for. The matter of standards, prices, production, etc. must of necessity be taken up by smaller associations formed among nurserymen whose interests in these matters are identical and which associations have been organized with that idea in mind. The man does not live who is versatile enough or capable enough to administer these matters successfully through the national association. As remarked before, the only ones that can be successfully handled through it are those which are now being taken care of, and an attorney is required to efficiently attend to them.

We are going to invite disaster if we abandon our present arrangement for the new one. The proposed method of assessing dues is manifestly unfair in its operation upon wholesalers and retailers, for instance, and will result in a dwindling of membership. It is folly and short-sighted to oppose sound progression but to any who give the matter careful thought and consideration, the proposed reorganization is impracticable and, therefore, is an unsound and unwise step. In the event the new plan does fail, all that has been gradually accomplished in the past twenty-five years will be undone. Is it wise to jeopardize the future of our association in the face of these facts?

HENRY KOHANKIE & SON.

H. J. KOHANKIE.

Painesville, O. March 12, 1918.

### New Fruit Growers Exchange

The New England Fruit Growers Exchange has been formed. Stancliffe Hale, of Glastonbury, Conn., said such an organization will help standardize New England's fruit, bringing about due recognition for its produce and facilitate the marketing of it. The growers interested in the movement were materially aided in their plans by a representative of the California Fruit Exchange and the New England Exchange will be modelled after the Eastern States Farmers' Exchange recently incorporated.

Much hope is placed on the proposed Fruit Growers' Exchange to remedy existing conditions among individual fruit growers. It has been pointed out to individuals that as such they cannot begin to compete with the well planned publicity campaigns of the western and northwestern fruit growers. Their marketing methods and stock news growers had successful results from their co-operative methods. Their publicity committee spread information about their crops, besides supplying innumerable recipes, and the transportation committee was successful in expediting shipments on the railroads. Their market committee kept in touch with the prices in the various markets and the individual growers knew where to sell and what prices to expect.

## MARKET DEVELOPMENT FUND

Progress of the National Campaign To Create New Business For Nurserymen

List of Subscribers to the Market Development Fund

Per year  
for 5 years.

Adams Nursery Co., J. W., Springfield, Mass.	\$ 100
American Nurseryman, Rochester, N.Y.	10
Andorra Nurseries, Chestnut Hill, Pa.	250
A. N. Pierson, Inc., Cromwell, Conn.	100
A. Bryant & Son, Princeton, Ill.	50
Aurora Nursery Co., Aurora, Ill.	50
Augustine & Co., Normal, Ill.	25
Barr, B. F., Lancaster, Pa.	25
Bobbink & Atkins, Rutherford, N.J.	250
Brandley, James, Walpole, Mass.	25
Brand Nursery Co., Faribault, Minn.	50
Breed, E. W., Clinton, Mass.	25
Chase Nursery Co., Chase, Ala.	250
Clinton Falls Nursery Co., Owatonna, Minn.	150
Conard & Jones Co., West Grove, Pa.	250
Connecticut Nurserymen's Association	50
unanimously; and 37 firms, members, pledged themselves to subscribe, amounts to be re- ported to the committee.	
Corn Belt N. & F. Assn., Bloomington III.	50
Prairie Nursery Co., Estevan Sask., Canada (if campaign is extended to Canada)	100
F. & F. Nurseries, Springfield, N.J.	250
Farr, B.H., Wyomissing, Pa.	25
Framingham Nurseries, Framingham, Mass.	500
E. P. Bernardin, Parsons, Kansas.	50
H. M. Simpson & Sons, Vincennes, Ind.	20
Hankinson Nursery Co., Hankinson... N. D.	50
Harrison & Sons, J. G., Berlin, Md.	500
Harrison Nursery Co., York, Neb.	50
Heurlin, Julius, So. Braintree, Mass.	50
Hicks & Son, Isaac, Westbury, N.Y.	250
Holsinger Brothers, Rosedale, Kansas.	50
Hobbs & Sons, C. M., Bridgeport, Ind.	100
Hoopes, Bro. & Thomas Co., West Chester, Pa.	250
Illgenfritz & Sons Co., I. E., Monroe, Mich.	250
Irvin Ingels, Lafayette, Ill.	25
Jackson & Perkins Co., Newark, N.Y.	250
J. Van Lindley Nursery Co., Pomona N. C.	250
J. F. Jones, Lancaster, Pa.	10
Jewell Nursery Co., Lake City, Minn.	150
Kelsey, Harlan P., Salem, Mass.	100
Keystone State Nursery Co., Pitts- burgh, Pa.	25
Klehm's Nurseries, Arlington Heights, Ill.	25
Leesley Brothers, Chicago, Ill.	50
Littlefield & Wyman, No. Abington, Mass.	50
Lovett, J. T., Little Silver, N.J.	20
Marshall Brothers Co., Arlington, Nebr.	100
McGowan Nurseries, Red Bank, N.J.	50
McCormack, J. J., Lowell, Mass.	10
McFarland Co., J. Horace, Harrisburg, Pa.	25
Meehan Co., Thomas B., Dresher, Pa.	250
Moon Co., Wm. H., Morrisville, Pa.	250
Mount Arbor Nurseries, Shenandoah, Iowa	250
Mount Hope Nurseries, Lawrence, Kan.	50
Muller, Adolf, Norristown, Pa.	50
Massachusetts Nurserymen's Assn.	100
Momm's Sons, Co., Irvington, N.J.	10
Naperville Nurseries, Naperville, Ill.	50
National Nurseryman, Hatboro, Pa.	50
New England Nursery Co., Bedford, Mass.	25
Northwest Nursery Co., Valley City, N. D.	50
Pennsylvania Nursery Co., Girard, Pa.	25
Plainfield Nurseries, Scotch Plains, N. J.	25
Princeton Nurseries, Princeton, N.J.	250
Reed, W. C., Vincennes, Ind.	50
Roehrs Co., Julius, Rutherford, N.J.	100
Root, J. W., Manheim, Pa.	10
Rose Hill Nursery, Minneapolis, Minn.	50
Robert C. Uecke, Harvard, Ill.	10
Saddler Brothers, Bloomington, Ill.	50
Shenandoah Nurseries, Shenandoah, Ia.	250
Sherman Nursery Co., Charles City, Ia.	150
Smith Co., W. & T., Geneva, N.Y.	250
Sonderegger Nurseries, Beatrice, Nebr.	50
Stark Brothers, Louisiana, Mo.	250
Stein, Geo. E., Wrightsville, Pa.	5
Swain Nelson & Sons Co., Chicago, Ill.	50
Tolleson Nursery Co., Lake City, Minn.	25

Thurlow's Sons, T. C., West Newbury,  
Mass.

Texas Nursery Co., Sherman, Texas.

Thomas & Son, Jos W., King-of-Prus-  
sia, Pa.

United States Nursery Co., Roseacres  
Miss.

Vanicek, V. A., Newport, Rhode Island

Weber & Sons Nursery Co., H. J., Nur-  
sery, Mo.

Wedge Nursery, Albert Lea, Minn.

Westover Nursery Co., Clayton, Mo.

Wohlert, A. E., Narberth, Pa.

W. W. Hunt Co., Hartford, Conn.

Waxahachie Nursery Co., Waxahachie,  
Texas

W. E. Beaudry Nursery Co., Chicago,

Ill.

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# HILL'S EVERGREENS



Not that I am particularly good looking, but lots of folks want to see what the man looks like with whom they do business. Well, here I am. I haven't changed much since the days when I used to do everything myself—attend to correspondence in the evening and dig and pack orders during the day—all myself, with the help of one hired man. My Evergreen business has grown, but my business policy remains the same, and that is: Give every customer complete satisfaction.

D. HILL.

Many nurserymen are pushing the Evergreen feature of their business with increasingly profitable results. But it takes time to grow Evergreens to a marketable size. To have a line of good salable stock three or four years hence, you must start now—this Spring. Let us figure with you on your requirements now. Send us your want list for pricing. Ask any questions you want. Our great specialty for over half a century has been the propagating of Evergreens for selling to the nursery trade of this country. Put us to work propagating **your** Evergreens. You will save time, money and temper if you do, for **American grown Evergreen stock** means a lot these strenuous days. We have, in addition to a particularly favorable natural situation, the most up-to-date facilities, equipment and skilled workmen obtainable.

*Here is a Partial List of the Leading Varieties. Write for prices and information*

Abies Balsamea (Balsam Fir)	Juniperus Sabina (Savin Juniper)	Pinus Sylvestria (Scotch Pine)
Abies Tsuga Canadensis (Hemlock)	Juniperus Sabina Tamariscifolia (Gray Carpet Jun.)	Taxus Baccata (English Yew)
Abies Concolor (Concolor Fir)	Juniperus Schotti (Schotti Juniper)	Taxus Canadensis (American Yew)
Abies Douglassi (Douglas Fir)	Juniperus Virginiana (Red Cedar)	Taxus Cuspidata (Japanese Yew)
Abies Nordmanniana (Nordman's Silver Fir)	Larix Europea (European Larch)	Taxus Cuspidata Brev. (Dwf. Japanese Yew)
Buxus Semperfivrens (Bush Shaped Boxwood)	Picea Alba (White Spruce)	Taxus Repandens
Buxus Suffruticosa (Dwarf Edging)	Picea Canadensis (Black Hill Spruce)	Thuya Ellwangeriana (Tom Thumb Arbor Vitae)
Cedrus Atlantica (Atlantic Cedar)	Picea Excelsa (Norway Spruce)	Thuya Globosa (Globe Arbor Vitae)
Juniperus Canadensis (Dwarf Juniper)	Picea Pungens (Colorado Blue Spruce)	Thuya Hoveyi (Hovey's Golden Arbor Vitae)
Juniperus Canadensis Aurea (Gold. Dwf. Juniper)	Picea Pungens Kosteriana (Grafted Blue Spruce)	Thuya Lutea (Peabody's Golden Arbor Vitae)
Juniperus Counartii (Counartii Juniper)	Pinus Austriaca (Austrian Pine)	Thuya Occidentalis (American Arbor Vitae)
Juniperus Elegantissima Lee (Lee's Gold. Juniper)	Pinus Banksiana (Jack Pine)	Thuya Orientalis (Chinese Arbor Vitae)
Juniperus Glauca (Silver Cedar)	Pinus Flexilis (Limber Pine)	Thuya Pyramidalis (Pyramidal Arbor Vitae)
Juniperus Hibernica (Irish Juniper)	Pinus Mugho (Dwarf Mugho Pine)	Thuya Wareana (Siberian Arbor Vitae)
Juniperus Pfitzeriana (Pfitzer's Juniper)	Pinus Ponderosa (Bull Pine)	Thuya Woodwardii (Woodward's Globe)
Juniperus Procumbens (Japanese Trail-ing Juniper)	Pinus Resinosa (Red or Norway Pine)	
	Pinus Strobus (White Pine)	

## THE D. HILL NURSERY CO., Inc.

EVERGREEN SPECIALISTS

Largest Growers in America

DUNEE, ILLINOIS

Box No. 402

# AMERICAN NURSERYMAN



## THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE

Featuring the Nursery Trade and Planting News of American and foreign activities as they effect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly By  
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To Foreign Countries, and Canada	2.00
Single Copies	.15

Advertisements should reach this office by the 12th or 27th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., MARCH 15, 1918

*Co-operation, not Competition*

## A BILLION DOLLAR INDUSTRY

THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nurseries of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE.

## SOME WAR-TIME FACTS

ALLOW me to express the appreciation of the Food Administration for the patriotic action of the nurserymen in using their influence to increase the amount of fruit produced during 1918. We consider the matter of sufficient importance to include it in our publicity matter going out to farm papers."—U. S. Food Administration, Public Information Division, per D. S. Burch.

Apples are a standard food product. Many persons think of apples as a tonic or relish used for dessert or as an appetizer. Apples rank in food value close to potatoes and higher than many vegetables. The best grade of ripe apples runs from 15 to 18% in food value, mainly sugar; thus in 12 cars of apples there would be something like two cars of sugar and other food constituents. If 1,500,000 bu. of apples going to waste annually in Iowa for instance, could be saved for food purposes, there would be conserved in this process some 12,000,000 lbs. of sugar and food constituents.

## BUSINESS MEN'S CONFERENCE

More than half a million business men will be represented at the sixth annual meeting of the United States Chamber of Commerce in Chicago, April 10-12. The four critical questions of the day—financing the war, railroads, centralized control of industry and shipping—will be considered from the two-fold point of view of filling the government's requirements, but with the minimum disturbance to private industry. The resolutions of the meeting may truly be said to be accurate and authoritative expression from American business, and the fullest possible measure of co-operation between business and the government may be expected to result. As in the past, the speakers will be men of national position.

The nurserymen of the country should be adequately represented at this important conference—not by counsel, but by business men in the nursery trade, a delegation at least from the active business membership of the national organization of nurserymen, members of one or more local chambers of commerce.

Through just such opportunities may organized nurserymen put their organizations on the business map of the nation and forever rise above a condition which results in taking on as an after thought the question of nursery stock when seeds and fertilizers have already been provided for.

We hope that the great nursery industry will discard the habit of remaining in hiding and sending a lawyer to represent it in affairs which are entirely foreign to litigation.

If funds to enable such representation have been tied up, early action should be taken to remedy this condition.

If such action is not practicable before the date of the Chicago conference referred to the opportunity for direct representation might well be seized by the Illinois Nurserymen's Association, which is close at hand, by the Western Association of Nurserymen and any other state or district organization fortunately situated for such purpose.

## IN THE BLOOMINGTON DISTRICT

In a recent issue of the American Nurseryman the incorporation of the Bloomington Nurseries Co., Bloomington, Ill., was announced. The authorized capital is \$600,000. W. E. Rossney is president, Sidney Tuttle vice-president and A. M. Augustine secretary. Stock in the corporation is offered combination are Bloomington Nurseries Co., Chicago. The companies included in the combination are Bloomington Nurseries Co., Franklin K. Phoenix was the pioneer establishing his company in 1852. He withdrew in 1877. The Bloomington Nurseries Co. was a development of the Phoenix Co. W. E. Rossney has been prominent in the management of both companies. In 1867 Capt. Henry Augustine established his company at Normal, Ill., practically a part of Bloomington. A mail order department was started in 1890. Because of the extent of the Bloomington nursery business the district has sometimes been called the "Rochester of the West." Capital to the amount of \$1,000,000 is said to have been invested in the business there. Shipping facilities are unexcelled. The Bloomington Nurseries Co. has 40 acres within Normal; also 48 acres under favorable leases.

Prices in nursery advertisements in this publication are for nurserymen only. This does not include advertisements of books or other articles.

## BURR FINDS BUSINESS GOOD

Clifford R. Burr, of the C. R. Burr Company, which owns nurseries in Manchester, Middletown, Ellington and several other places in Connecticut, has returned from a ten day trip to Chicago and points in that vicinity and reports that business in that section of the country in his line looks exceptionally promising. The fact that many places have found it necessary to resort to wood for fuel has been the cause of many trees being cut that would otherwise be left standing and used for shade trees.

Old orchards which were fast running out are being turned into fire wood and, to take their places, the nursery stock is being called upon. What is true of that section of the country is also considered likely to follow in Connecticut. Mr. Burr believes and while the big rush of business in that line will be in the Middle West this year, there is also a likelihood that there will be similar action taken in the East next year, even though the start is not made this year. It looked a few months ago as though the nursery business was to be hit hard by the war but the sudden change in conditions has proven otherwise and a banner year is looked for at the Manchester, Conn. office.

We are daily impressed by the cheerful tone and optimistic character of a large correspondence from the trade which constantly refills our letter basket. We give hearty welcome to many excellent suggestions, strive to answer searchers for information and prize the confidence reposed in us by leaders upon all sides who write often not for publication. Abiding faith in our country, its great institutions, the nursery trade and its part in the world-wide united effort and assurance of recurring seed times and harvests mark the thought of nurserymen, as others, and incite to best endeavor to carry on.

## FROM PRESIDENT STARK

Camp Lee, Virginia,

February 19, 1918.

To the Vice-President and Executive Committee of the American Association of Nurserymen:

Gentlemen:—On the 15th of last August, after being commissioned a Major in the U. S. Field Artillery and receiving orders for immediate service, I telegraphed my resignation as president of the American Association of Nurserymen, to you through your secretary.

Some time thereafter I was notified by our esteemed vice-president that the executive committee had decided not to accept my resignation and that I would retain the office of president during my absence.

Much as I appreciated this great honor I could not help feeling that it was not for the best interests of the association, and so stated at the time. It does not seem wise to have any of the offices of the association filled by an inactive or absent official.

Also, conditions have materially changed and a long-drawn-out war seems inevitable. The problems that confront the American Association of Nurserymen are greater now than at any time in its history. New crises are constantly arising to tax to the uttermost all the genius the association can muster. It is therefore most necessary that no offices be filled by inactive officers.

As I am now, in addition to my regular military duties, conducting a night school for Artillery officers and a special intensive training course, it is physically impossible for me to keep in touch with association matters. I therefore feel that it is only right and proper for me to ask the executive committee to reconsider its action and accept my resignation as previously submitted.

With sincerest appreciation for your continued confidence, and the honor you have paid me and the service to which I now belong, I am

Most sincerely yours,  
Lloyd C. Stark,  
Major 315th Field Artillery.

## A FINE TRIBUTE

A communication in this issue from an Ohio nurseryman expresses fear of jeopardizing the future of the national organization through the proposed plan of a business efficiency organization. Our correspondent is laboring under the impression that this plan involves the termination of all arrangements for a legal department for the American Association. The idea has been voiced before. How it arises we are unable to understand. In all the spoken and written discussion of this subject not one word has appeared to warrant that assumption. Over and over the proposition has been clearly stated. Hundreds of nurserymen understand it perfectly, yet now and then one speaks of doing away with all the features of the present arrangement.

There is no thought of abandoning the provision of legal representation in behalf of the national organization. Again and again has been emphasized the importance of this feature; and it is the intention to maintain it, together with the collection bureau referred to. But is there nothing for a national organization of nurserymen to do but to sit tight and watch legislation? How many trees will that policy sell? How much new business will it bring in? How much will that educate the public to the use of nursery stock? Is the finding of costs or other means of standardizing prices a legal question?

The statement is made that the needs of a corporation or the average trade organization are not comparable with those of the nursery trade. Corporations and trade organizations of various kinds have faced a condition of demoralized prices due to methods practiced in the nursery trade. They needed and in many cases they have secured what it is proposed to supply in the nursery trade. Is there, then, no basis for comparison?

The association has been brought to a high degree of efficiency, says our correspondent. True; and how? His statement is a fine tribute to the man who had the foresight and the executive ability to stand out from all others, propose a reorganization of the Association on a modern business basis, and then at the head of a committee draft a plan which put the Association at one stroke in the way of becoming highly effective. The same man arises to propose a still further need for more effective development. And as in the first instance, so in the second, we find men in the trade declaring that the old order is good enough and that proposed changes may jeopardize the future welfare. Yet within six months after the Milwaukee re-organization resolution was passed the American Association stepped out into the limelight with funds sufficient to enable it to employ the able counsel and maintain the legal department which our correspondent finds of so great value after these few years. A fine tribute, we say, to the man who would do still more for the American Association—if we will let him.

## An Open Letter To The Trade

West Grove, Penna., Feb. 27, 1918.  
Dear Nurserymen:

"Market Development" is the word. Please keep your eye on it. There are many by-roads of discussion, but let us travel steadily on the main road toward our real objective "Market Development."

It is a fine thing to know where you are going before you start. I recall once driving from Southern Pennsylvania to the city of Washington. It was before the days of the automobile. Of course the man who engaged me to go provided the funds and equipment. They were essential as they always are. The road was entirely strange to me; I was a mere lad, but it was easy because I knew where I was going.

Some 50 Nursery firms already have promised to provide a share of the funds for this man-size journey or job of "Market Development" for us, Nurserymen. A glance over the list will show the substantial character of those who favor this move. The list is itself an index to firms who see where we are going and what we expect to get; but there are 1000 nurserymen in the country and more than a 1000 evidently who are not yet aware of what is proposed. They may or may not have read the able statements already made; they may be considering the subject and intend to speak soon, and it is possible even that some "from Missouri" or not, still want to be shown "where we are going."

**Increase in Net Profits** in the nursery business is a need that all nurserymen will recognize. The increase, of course, results from expenses cut or income increased. In the face of present increased cost of labor and material, with no sign of decreased selling expenses there are small hopes of cutting expenses without curtailing output.

On the other hand, there is always the possibility—even in war time, of raising the price or increasing the volume of sales. This is just what is proposed by Forward-looking Nurserymen. They are not trying to evade the fact that our country is at war. It is more than a temporary condition in the nursery business that we are facing. They believe that our country needs our business; but it needs a healthy industry. An industry in which 50% of its firms are not showing a decent profit is not in healthy condition. "Increased Net Profits" for every nursery-

man is the objective back of the Market Development Campaign. Much beside advertising may need to be done for our own good, such as standardizing our methods for example, but can any subscriber of the American Nurseryman suggest a better way to increase Net Profits than by Market Development of the volumes and quality of our sales? We believe this can be done if we co-operate at a cost small in proportion to the increase. It seems unnecessary here to repeat that the work of this campaign is counting for its support upon no less than every national, sectional and state nurserymen's association and every individual nurseryman in the United States of America. It is proposed that the subscribers shall themselves organize to direct the campaign—the undersigned committee are to raise funds only.

After that will begin the real work. Let us realize that for every actual user of nursery stock in America today there are, we believe, at least five times as many possible consumers.

That these four latent consumers today do not use our products is largely because they have not yet learned to know them, and to appreciate the profit and pleasure in store for them.

To educate and inspire them to want our goods; to instruct and demonstrate their use nationally is a big job and must be done in a big way.

Co-operation alone will do it.

Nurserymen should lead the way. No other group will benefit more; but we believe they will find willing co-operators in such a campaign among many notable groups outside our ranks.

The Press is eager for what their readers want and need to know horticulturally. Moving pictures will gladly lend us a hand. The schools and school garden movement in two years should be ready to get higher than under ground crops, and the state and national horticultural agencies are already tools to our hands for a cause that will prove a boon and a blessing to the people.

**Join the ranks today.**

Your country needs you. Address any of the following committee: F. L. Atkins, president; E. S. Welch, treasurer; John Watson, secretary; J. Edward Moon, Robert Pyle, Henry B. Chase and Paul C. Stark.

We very much doubt that there is danger of inviting disaster by adopting measures which have transformed other trade organizations, similarly handicapped, from a state of passive, negative existence to one of activity, progressiveness and accomplishment.

There is work for our state and district associations, of course. But there is big, nation-wide work for the American Association in the unparalleled conditions of the present and the immediate future, when the association is equipped to do it. We believe there are progressive nurserymen enough to see this and to act.

## A. P. S. PROCEEDINGS

Secretary E. R. Lake of the American Pomological Society, is preparing to issue the official report of the proceedings of the biennial meeting held recently in Boston. He says:

"The report will be fully illustrated, and the papers are on the whole of exceptional merit. While both the scientific and practical are considered, the whole makes a very

practicable treatise on today's American pomological problems.

"Among the special features of the volume will be: Dr. Bailey's foreword; New legislation affecting our future activities; The Wilder medal committee report—a new apple of usual promise; The potentialities of the Scuppernong grape; The Pecan and its possibilities; The Blueberry as a real fruit crop; The Everbearing strawberries; Commercial Cherry Growing; The European grape in the Eastern United States; The merits of the Dust Spray; Apple breeding in Canada; The Alernate-year bearing of fruit trees; Fertilizers for the apple orchard Commercial Apple Growing; Mangos in Florida; Commercial Peach Growing; Fruits of the Far South; and other papers of special and general interest.

"Membership fees, as follows: Life, twenty-five dollars; biennial, two dollars; institutional (30 years) twenty-five dollars; state society, ten dollars; district society, five dollars, the biennium. Fifty cents extra for cloth bound copies; these are bound only as ordered."

The secretary's address is 2033 Park Road, Washington, D. C.

# Qualifications of a Desirable Nursery Salesman

E. H. Smith before Western Association Nurserymen

As before stated, all salesmen are not 100% proficient. In fact, we all have some 40% men. Let us examine one of these fellows. He is honest, industrious, sober and very neat in his appearance; but he does not feel well all the time; he is prone to see the dark side of every question that arises, and before long he is obliged to lay off and recuperate. He lacks perseverance, fails to manage his conversation, and is unable to land more than about one out of every five prospects. He manages to get enough business during the first part of the season when the territory has not been canvassed by other concerns to simply hold on by a thread, but as soon as harvesting, or corn picking sets in, he lets go and the result is that we tell him to lay off until business picks up and we will give him another trial.

A 60% salesman looks somewhat better. Let us size him up. He is healthy, honest, confident, industrious and optimistic, but he shaves once every week or two, wears a coat collar that should be sent to a soap factory, a vest that would look better worn on a Virginia tobacco plantation, and trousers that would disgrace a ragamuffin. The customer takes a survey of him, and if he finds they are both of the same type, he gives an order; but others turn him down and at the time make a solemn vow never to patronize a concern that puts out such men. This man is too much of a pessimist to see his own weakness, and if he happens to fall down "the trouble is in the territory, of course"; yet we make a little money on his business and we class him as part of the organization.

Then, there is the 80% man. He has all the qualifications except industry and perseverance. He turns over in bed at six, gets up at seven, eats breakfast at eight, and starts for the country at nine. He takes two hours for dinner and starts back to town at five. The reason he does so much more business than the 40 or 60 per cent man is his ability to make the customer and his employer think he is 100% efficient. The result is that we make a fair profit on his business, and if we know he is not giving us full service, we fear to say anything because he might become offended and go to our competitor; so we class him as a fair salesman.

Now we turn to the 100% man, the fellow with red blood in his veins, a living dynamo. He is up at six, on the road by seven, has two good orders by nine, a row of corn husked by eleven, and a fifty dollar order thrown in by the farmer for the courtesy shown him. Then he solicits another property owner when the dinner hour is announced, has another order signed at 12:45, is on the road at one, gets three orders out of four prospects that afternoon, has a date made at six with a prospect for dinner the following day, and starts for town eight miles away. He arrives in town at 7:30, eats his supper and takes a stroll up Hillside where the wealthy reside; discovers a fine mansion without a shrub or flower in the spacious yard. He calls and finds that the owner is Mr. Jones, president of the First National Bank. He visits with Mr. and Mrs. Jones a few minutes, and after presenting a logical argument why they should adorn that beautiful home with ornamentals, he has the privilege of placing another \$50 token of appreciation in his pocket. It is

## CO-OPERATION NOT COMPETITION is the life of TRADE

The time has come for Nurserymen to stop competing with each other and form a line of attack upon the undeveloped market in a yet practically new Nation.

Volunteers are now enlisting. For full information write any member of the Temporary Committee for raising subscriptions:

F. L. ATKINS, President  
E. S. WELCH, Treasurer  
JOHN WATSON, Secretary  
J. EDWARD MOON  
ROBERT PYLE  
H. B. CHASE  
P. C. STARK

now ten p. m. and time for fruit tree peddlers to retire for the night, so he returns to his boarding house. This kind of a salesman eats trees, breathes trees, hears trees, smells trees, dreams trees, and lives trees. Perhaps I have gone to the extreme in my description of a 100% man, but you know what I mean.

Some may differ with me in my opinion of a 100% efficient salesman, but certainly no one will deny that the ten qualifications named are absolutely necessary in the make-up of a desirable salesman. I feel justified in saying that there is not a firm represented here today that does not have some 100% men, but there is not a firm represented without some of the 40, 60 and 80 per cent men on their selling force. I believe we all are to blame for not having more 100% men. The trouble is that we rest on our oars and are contented just as long as a man makes us a little money. We are not doing ourselves justice, and are not treating our salesmen with the kindness we should show them, if we fail to speak to them about the qualifications they lack. The salesman who thinks he is being mistreated by having his attention called to his weak points should be consigned to the brush pile.

**Some Winter Damage To Nursery Stock—** Severe weather of the past winter did some damage in nurseries. The Elm City Nursery Co., New Haven, Conn., report damage to roses, evergreen and stock of doubtful hardy sorts. In the opinion of W. & T. Smith Co., Geneva, N. Y.; one-year old trees have been injured. The F. & F. Nurseries, Springfield, N. J., find that evergreens, where not protected, are beginning to show the effects of the unusual winter.

**Western New York Fruit Crop—** Jay Allis, popularly known as the Peach King of Western Orleans County, N. Y., is optimistic. "While it could hardly be expected we could exceed or even equal the bumper crop of peaches last year I personally believe if no serious set-backs occur we will see a good sized offering of the fruit," said Allis. Apples are budded in this section the best they have been in a number of years past. All varieties promise well, of course barring possible weather killing yet to be experienced."

## Counsels Caution On Publicity Editor American Nurseryman:

I have been very much impressed by reading the able discussion of Publicity by Mr. W. H. Stark, as reported in your last two issues. The attentive reading of it causes us to meditate as to whether market development is our most pressing need and further, whether with the present order of things obtaining in our organization as in an industry, publicity will yield the results we expect.

Mr. Stark has set forth matters which should command our earnest attention for they are fundamental. True they are also in a sense incidental but upon their disposal hinges the success or failure of our proposed venture. Plainly it will be folly to ignore them.

We are informed by those who have charge of the project that no plan has yet been worked out for the campaign. If we may judge by the method of procedure followed by other industries who have engaged publicity (and whose success, by the way, is cited as an argument for our undertaking), the question of preparation enters largely into such plans. Do we realize in our enthusiasm that preparing the nursery business for publicity involves problems which have ever confronted us, defying solution? We shall find it far easier to secure the contributions necessary for the undertaking than to gain the co-operation for preparation which certainly is equally as necessary. In view of this, is there not a greater danger that with the fund subscribed, we shall undertake a short cut, ignoring the preparatory task? If so tempted, we should remember that money can be sunk in an advertising project just as easily as in any other. When we have succeeded in perfecting the preparation necessary to effective publicity, we shall find to our astonishment that we have cleared up the vexing problems of standards, cost, production, prices, etc. The benefits accruing from this accomplishment will be so great we can afford to set a mark of \$100,000.00 annually for publicity and consider we have value received whether we reap from the campaign itself or not.

In the meantime, would it not be well to hold the drive for contributions in abeyance lest the money burn a hole in our pockets? That row of preparations is a long, hard one, and we might lose courage. After mastering it, we can proceed with the project in mind for there is no reason why market development cannot be as successfully employed in connection with the nursery as with any other industry. But if we employ publicity as we are at present organized, the inevitable results will be that the burden will fall on a few for the benefit of the whole. We shall in addition simply create a larger field for the present conditions to obtain which tend to keep the industry from being the profitable one it is entitled to be. Publicity will, in fact, defeat its own aim if we are not careful.

H. J. KOHANKIE.  
Painesville, O.  
March 9, 1918.

**Prices in nursery advertisements in this publication are for nurserymen only. This does not include advertisements of books or other articles.**

# J. H. Skinner & Co.,

TOPEKA, KANSAS

## APPLE SEEDLINGS

## MAHALEB SEEDLINGS

## FOREST TREE SEEDLINGS

Catalpa, Elm, Maple,  
Mulberry, Black Locust &  
Honey Locust.

**FRUIT TREES — Apple,**  
Cherry, and Kieffer Pear.

**RHUBARB**—Divided Roots,  
True Myatt's Linneaus.

## GRAPES

## SHADE TREES

## FLOWERING SHRUBS

## PAEONIAS

"A paper which gives the best value to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view." —H. Dumont, Chicago, Ill., in Printer's Ink.

## Pennant Brand Peonies

Book your order now for spring and be assured of your supply. The demand is increasing. Prepare to get your share of the profits.

**SARCOXIE NURSERIES**  
**PEONY FIELDS**  
WILD BROS. NURSERY CO.  
SARCOXIE, MO.

## The Art of Landscape Architecture

BY SAMUEL PARSONS

Fellow of the American Society of Landscape Architects; author of "Landscape Gardening," etc.

An octavo volume of 347 pages with 57 illustrations, setting forth the underlying principles of landscape gardening. The chapters consider lawns, plantations, roads, paths, grading, rocks, water, islands, location of buildings, laying out of grounds, scope and extent of estates, maintenance, gardens and parks.

Price \$3.65

American Fruits Publishing Co.  
Rochester, N. Y.

**LABELS FOR NURSERYMEN**  
**THE BENJAMIN CHASE CO.,**  
**DERRY, N. H.**

## N. C. Natural Peach Seed

NOT KNOWING at this time whether or not there will be a crop of peaches this summer, we suggest the advisability of getting in your supply at the earliest possible date. Right now we have some orders for peach seed which are being held up by embargo. In all probability the embargo will be raised some time between now and next fall; and, if we have the order in hand, we will ship as soon as it is raised and you can get your seed in before time to plant. If you wait until late in the summer to order, and then the embargo is on, you will have a proposition getting the shipment through.

The price at this time on 1917 seed is \$1.50 per bushel of 30 pounds, sacked, f.o.b. cars shipping point. It won't be any less and the chances are that it will be higher. So why not DO IT NOW!

J. VAN LINDLEY NURSERY CO., POMONA, N. C.  
Market Development Fund.

## Bailey's New Standard

## Cyclopedia of Horticulture

On Easy Terms. Prospectus Free

American Fruit Pub. Co., Rochester, N. Y.



## 3's For Nursery Planting

### Field-Grown Own-Root Roses

Choice assortment mostly H. T.'s.

Let us book now. Send want list for prices.  
Also get our prices on 1's and 2's for immediate express shipments

**HOWARD ROSE CO. HEMET, CALIFORNIA**

## AMERICAN NURSERY TRADE DIRECTORY

New Edition Now Ready

Advertising Rate: \$2.00 per inch  
**AMERICAN FRUITS PUBG. COMPANY**  
ROCHESTER, N. Y.

Say you saw it in AMERICAN NURSERYMAN.

## Coniferous Evergreens

In 60 Varieties.

Broad leaved Evergreen Trees and Shrubs in 40 varieties. Plants for forcing purpose, as Jap Azaleas, Deutzia Gracilis, Double Flowering Peaches and Apples. Hydrangea P. G. and Otaksa, Clematis, Wisteria, Bignonias, English Ivy, Euonymus Radicans, Etc.

## AUDUBON NURSERY

P. O. Box No. 731

WILMINGTON, N. C.

No matter what periodical you are taking, AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Brimming with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

## BERCKMAN'S

### Dwarf Golden Arbor-Vitae

(*Biota Aurea Nana*)

Camellias, home-grown  
Azalea Indica, home grown  
Teas' Weeping Mulberry, extra heavy  
Lilacs, best named sorts  
Grafted Wistarias, 2 to 4 years old  
Biota Aurea Conspicua, all sizes  
Biota Japonica Filiformis, 1 to 4 ft., fine  
Magnolia Grandiflora, Magnolia Fusca,  
Magnolia Purpurea, Exochorda Grandiflora  
Deutzia, Philadelphus

We have a large stock of fruit trees, ornamental trees and shrubs

All orders receive prompt and careful attention

P. J. BERCKMAN'S CO., Inc.  
Fruitland Nurseries

## Cherry Trees

We offer for sale our usual supply of first-class one year, two and three year

## CERRIES

Can furnish some extra heavy trees for landscape work. Both Mahaleb and Mazzard roots.

Send us a list of your wants

**H. M. SIMPSON & SONS**  
Vincennes, Indiana

## D. H. HENRY, Seneca Nurseries

Geneva, N. Y.

**APPLE, STD. & DW. PEAR, PLUM, CHERRY PEACH, QUINCE, APRICOTS, SMALL FRUITS, ORNAMENTALS, ETC.**

Write for quotations

## EVERGREENS

### ARBOR VITAE

### JUNIPER

### RETINOSPORA

### PINES

### SPRUCE

### TAXUS

### KALMIAS

### RHODODENDRONS

Choice lot frequently transplanted

**W. B. COLE**  
Painesville, Ohio

Large stock **CLEMATIS PANICULATA**,

2-year and 3-year

Also **SHRUBS and HERBACEOUS PLANTS**  
for Fall 1917

**T. R. NORMAN**  
PAINESVILLE, O.

## 100% PROFIT SALES INCREASED

A Book that will sell on sight and give your agents more ginger

## "HOW TO GROW ROSES"

By Robert Pyle

A new book of 120 pages, 5x8 inches, of which 16 illustrate leading Roses in natural colors. All the necessary instructions.

### One Western Nurseryman writes:

"HOW TO GROW ROSES" is the nicest book of the kind we have ever seen and will use them for samples to sell from, as well as in the nature of a Salesmen's Plate Book."

Reliable Nurserymen will please write for Sample and Terms

**THE CONARD & JONES COMPANY**  
WEST GROVE, PA.

We are subscribers to the Nurserymen's Market Development Fund.

Say you saw it in AMERICAN NURSERYMAN

### The Nurseryman's Part

In his address before the Tennessee horticultural societies in annual convention on the topic, "A Nation's Call To Service," Acting President J. R. Mayhew, of the American Association of Nurserymen, said:

This is an organization of fruit growers, nurserymen, florists and bee-keepers. You might look the world over and you could not beat this combination of industries necessary to the ongoing of society. You are wont to meet annually to consider the problems which have to do with your business life, and through exchange of ideas, endeavor to make more straight the path and more even the way of your business life. In this you are to be commended, for, through co-operation, you will accomplish much that would be impossible individually. Especially during the present, when conditions are unsettled; when no man would dare to suggest what an hour will bring forth, I urge you to keep very much alive your organization. The government, for obvious reasons, has recently determined to classify its industries, and I need not tell you where the classification places you. You are the producers of food. The crying need of the world today is food, and over a large part of the world, food is synonymous with America. America must feed herself and Europe, or a large part of Europe will starve. Do you grasp the significance of that statement? Let me repeat that you are producers of food, and that the world is verily starving for your products. Your products are as necessary a food product as wheat, corn, and all the rest. In the face of this condition, need I tell you how important is your avocation, and how necessary that you produce the maximum in your different lines. I say to you in all earnestness that it is your patriotic duty to produce every ounce of food possible, and that less than this would, under the conditions, be unworthy of you.

### Portland Wholesale Nursery Co.

122 1-2 Grand Ave.

PORTLAND,

OREGON

### General Nursery Stock & Nursery Supplies

Apple, one year, large assortment.  
Pear, one and two year, mostly Bartlett.  
Cherry, one and two year, general assortment.  
Prune, one year, mostly Italian and French.  
Gooseberry, one and two year, Oregon Champion.  
Shade Trees in assortment.  
Roses, field grown, large assortment.  
Our Trade List is now ready; a posal card will bring it

### E. P. BERNARDIN Parsons Wholesale Nurseries

Parsons, Kansas

ESTABLISHED 1870

**Early Harvest & Kenoyer B. B.** Fine room grown plants in quantity.

**Peach and Jap Plums.** For those wanting fine stock for retail trade.

**Compass Cherry.** Large supply of one year trees.

**Shade Trees.** Fine assortment, all sizes. Price right.

**Fine Blocks.** Ornamental Shrubs and Evergreens grown especially for Landscape work.

**LEVAVASSEUR & FILS**

Ussy and Orleans France HEADQUARTERS FOR

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NEW YORK

\* YOU SAW IT IN AMERICAN NURSERYMAN

### AMERICAN NURSERYMAN

I know that the inclination is to "hedge," to "keep close to the shore," but that policy today would be ruinous. I know, too, that the chances for profits in your lines of business are minimized by risk, great always but especially so today, because your products are perishable, but we cannot afford to think of profits when a world is starving. I am a nurseryman and my individual policy is to plant normally in my general line, and to use every available plot of ground about the place in producing something which the world needs. I know what the consequences will be if the nurserymen of America go out of business. You orchardists are already finding it difficult to procure trees for your orchards, and if the policy of radical retrenchment goes on; if propagation of trees and plants is not kept up to normal, it does not take a prophet to tell the story of our failure.

When, under the stress of conditions brought about during the winter season through the congested condition of shipping, my office was sought for relief, I directed the secretary of the American Association of Nurserymen to go to Washington and place before the war shipping board certain facts, prominently this, that 90% of the products handled by the nurserymen represented food products, and that any serious interference with the movement of nursery stock meant a curtailment of food supply, the very thing the government says must not happen. I am speaking thus to you today, earnestly endeavoring to make you understand how important and how patriotic is your duty to make your business count 100% in efficiency during these days of world-wide sorrow and need.

**Apples Reach France**—Wayne M. French, secretary-treasurer of the International Apple Shippers' Association of New York, has received a letter from George T. Rice, chief of the section of donations of the Red Cross acknowledging the receipt of 1420 cases of fresh apples at a port of France. Mr. Rice says: "Your very generous gift is one of the finest donations that the American Red Cross has received since it began its work in France. These apples will be appreciated not only by the doctors and nurses from professional point of view as an actual benefit to the health of the convalescent soldiers, but from a sentimental standpoint they are invaluable. You will hardly believe when I tell you that the actual statistics show the convalescence of a soldier resting in pink or blue pajamas rather than gray or white ones is much more rapid. This very clearly goes to show the physical and mental effect of surroundings. You can easily imagine what a beneficial effect the eating of an apple grown in the United States and possibly from your own state will have upon the health of our convalescent soldiers."

### Obituary

#### Willis P. Storrs

The sudden death March 5th of Willis P. Storrs, oldest member of Storrs & Harrison Company, Painesville, Ohio, nurserymen, came as a shock to the community in which he had spent the major portion of a long life. He passed away at about 10 o'clock, following an attack of rheumatic fever. He had been in his usual good health until Friday, when he was stricken by the attack from which he never rallied.

Mr. Storrs was seventy-eight years of age and spent all of his life in Painesville with the exception of a term of years spent in the service of his country during the Civil war. He was a son of Jesse Storrs, one of the original organizers of Storrs & Harrison Company, and was also the oldest resident of the nursery district. Although Mr. Storrs retired from active business a number of years ago, he still retained his interest in the nursery concern as well as in various other concerns about the community. He was vice-president and one of the principal shareholders in the Realty Title & Investment Company of Painesville.

Mr. Storrs was born in Courtland, N. Y., January 19, 1840; went to Ohio in 1854 and married Elizabeth Ogden November 25, 1868.

The deceased is survived by his widow and two children, Jay D. Storrs, of North Yakima, Wash., and Harriet B. Storrs, of Painesville.

Fred A. Pratt, prominent grape grower, Westfield, N. Y., died recently, aged 59 years.

Jacob Uhl, pioneer nurseryman. Dansville, N. Y. died Feb. 8th, aged 73 years.

**Florists Publicity Idea Is Taking Hold**—At a recent meeting of the New Orleans Horticultural Society P. A. Chopin said: The public can be educated to the use of flowers on a much larger scale than exists at present, and it is my wish to take advantage of this opportunity to say that the systematic advertising inaugurated by the Society of American Florists recently will be productive of greatly increased business and we in turn should combine to form a fund for local newspapers, advertising the names of none of the dealers, but advertising at different holidays the flowers and articles best suited for the occasion. A large display advertisement with no names attached would be productive of considerable business; the public would find their way to their favorite florists. Each firm should pay its proportion to the volume of business done by his establishment.

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Experienced Nursery Propagator: Ornamentals, Evergreens, Herbaceous Stock. Good wages and steady position. State experience and references.

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### 1917 EDITION

### AMERICAN NURSERY TRADE

### DIRECTORY

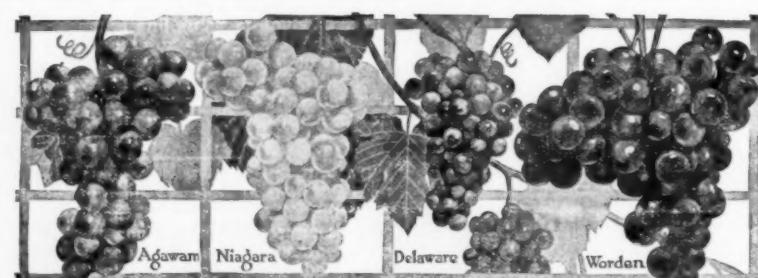
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### CALIFORNIA

HOWARD ROSE COMPANY, HEMET—Full line of high grade roses.

### INDIANA

C. M. HOBBS & SONS, BRIDGEPORT, IND.—General line of fruit and ornamental nursery stock. Can furnish ornamental trees in almost any size wanted.

### ILLINOIS

ONARGA NURSERY COMPANY, ONARGA—Lining out stock, Barberry, Forsythia, Philadelphus, etc.; Iberis Privet.

D. HILL NURSERY COMPANY, DUNDEE—Evergreen specialists. Full line of all varieties.

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SHENANDOAH NURSERIES, SHENANDOAH—General line of high grade nursery stock.

MOUNT ARBOR NURSERIES, SHENANDOAH—Complete line of high quality nursery stock for the wholesale trade. Apple seedlings, Grafts.

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E. P. BERNARDIN, PARSONS—General line of fruit and ornamental Nursery Stock.

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WILLADEAN NURSERIES, SPARTA—Lowest prices on ornamental trees, shrubs and tree seedlings. Catalpa Speciosa or Black Locust Seedlings in any quantity.

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### MASSACHUSETTS

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### MICHIGAN

I. E. ILGENFRITZ'S SON CO., MONROE—Growers and dealers. Standard fruit trees, dwarf fruit trees, small fruits, ornamentals, shade trees. Employ agents, issue catalogues.

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WILD BROTHERS NURSERY CO., SAR-COXIE—Pennant brand Peonies and other Ornamental Stock.

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Periodicals you are taking you cannot afford to be without "American Nurseryman" declared by leading Nurserymen throughout the country to be beyond question the most able and valuable Nursery Trade Journal published.

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A recent subscriber to our Credit and Information List says:

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W. & T. SMITH CO., GENEVA—Highest grade stock of Fruit and Ornamental trees, Shrubs, Roses, Evergreens, Vines, etc. Catalogs. LOWES' PRICES CONSISTENT WITH QUALITY.

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FOREST NURSERY COMPANY, McMINNVILLE, TENN.—Forest Seedlings & Shrubs, Box Elder, Catalpa, Locust, Poplar and Walnuts. Ailanthus, Barberry, Privets, Deutzias, Weigela, Wisteria, etc.

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W. N. SCARFF, NEW CARLISLE—Everything in small fruit plants. Ask for price list. Large stock and great variety.

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BENJAMIN CHASE CO., DERRY, N. H.—All kinds of labels for nurserymen's use. Samples and prices submitted upon application.

DAYTON FRUIT TREE LABEL CO., DAYTON, O.—Labels of all kinds for nurserymen's use. Samples and prices upon application.

## FOREIGN NURSERY STOCK

### ENGLAND

S. SPOONER & SONS, HOUNSLAW—Fruit Trees; Roses; Manetti Stocks. In heavy quantities.

### FRANCE

BARBIER & CO., ORLEANS—Fruit tree stocks and ornamental stocks. Wholesale trade list free.

E. TURBAT & COMPANY, ORLEANS—General line of French nursery stock.

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FELIX & DYKHUIS, ROSKOOP—High grade Boskoop Nursery stock of any description. Illustrated catalogue free.

## NOTICE

To all American Nurserymen and Seedmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

## HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.00, covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

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MONROE, MICH.

We are subscribers to the Nurserymen's Market Development Fund.

# THE AMERICAN Nursery Trade Bulletin

Volume IV. No. 6

WARTIME EDITION

MARCH 15, 1918

George C. Roeding of Fancher Creek Nursery has been appointed a member of the Fresno, Cal., Park Board.

The Jerseyville, Ill., Nursery Company has been incorporated by fruit growers. President, John S. Shea; treasurer, F. D. Heller; general manager, L. E. Wilkenson.

The Niagara Peninsula Fruit Growers' Association met in Grimsby, Ontario, Canada, February 27th. Speakers from New York state were present.

W. C. Stephens, Chattanooga, Tenn., division freight agent for the Queen & Crescent railroad has commenced thirty days earlier this year to get data on strawberry conditions in order to meet with the car shortage. Mr. Stephens said he believed there will be a large crop of this luscious fruit, but conditions could change so that most of the crop would be lost in one night.

At the 24th annual convention of the Massachusetts Fruit Growers Association, in Worcester, last month the speakers were R. Edward Annin, Jr., of Boston, Howard W. Selby of Springfield, Prof Ralph A. Van Meter of Amherst, Prof. W. W. Chenoweth of Amherst, John H. Barclay of Cranbury, N. J., Mrs. Irene Burnham of Waltham and H. W. Collingwood of New York.

W. H. Pollock, horticulturist and resident manager of the Pioneer Orchard and Nursery says that they believe so strongly in dynamited tree holes that they include in all contracts for sale of nursery stock a clause agreeing to blast the holes for all trees sold and planted by them; the company used dynamite in setting out 250 acres of pecans and a large acreage of satsuma oranges for themselves.

War on shipments of uninspected nursery stock and plants by automobile trucks from one county to another in Southern California was started at a meeting in San Bernardino of the horticultural commissioners of nine Southland counties, presided over by George H. Hecke, state horticultural commissioner. Resolutions adopted by the meeting ask for the appointment of inspectors as deputy sheriffs with power to halt automobile trucks on all highways if they are carrying trees or plants.

Under a new law in Illinois the Bloomington Nurseries Company, Bloomington, Ill., last month was given permission to sell \$200,000, of preferred stock. The company does a general nursery business. W. E. Rossney is president and A. M. Augustine, secretary. The new provides that whenever a corporation or association or any organization coming within the statute or person within the intendment of the statute shall desire to increase or to sell stocks or bonds, an inspection must first be made of both the business and the stocks.

The state of New York will furnish sixty-one tractors for service on the farms of the state this season. The plan under which these tractors may be rented and used is announced by Director C. J. Huson of the Bureau of Production of the New York State Food Commission. Of the sixty-one machines, twenty will be new (purchased this year); the other forty-one those which were used last year. Each machine will be accompanied by either a 2-plow or 3-plow outfit, including harrow. A specified rental is to be paid the state as follows: Second hand 2-plow outfit \$50 to \$60 for the season; second hand 3-plow outfit \$75; new 2-plow outfit \$75; new 3-plow outfit \$100.

A New England landscape gardener and nurseryman finds a motor truck of great advantage in handling heavy nursery stock.

Wick Hathaway, well known nurseryman, Madison, Ohio, has been critically ill at the Geneva hospital where he underwent an operation.

William A. Peterson, of the Peterson Nursery, Chicago, is a prominent member of the committee which provided the tabernacle for the Billy Sunday meetings in progress in Chicago.

McHenry Brothers, owners of the famous Bald Eagle ranch near Modesto, Cal., are now busy increasing their orchards by 40,000 trees. The new planting includes ninety acres figs, 160 acres apricots, sixty acres peaches and 110 acres almonds.

## 42nd Annual Convention AMERICAN ASSOCIATION OF NURSERYMEN

At Chicago, Ill., June 26-28, 1918

Headquarters: - The Hotel Sherman

Rates: Single, \$2.00; Double, \$3.00

Affording opportunity for all in the Nursery Trade to meet in conference at a central point and plan for

### TRADE DEVELOPMENT

Highly important propositions will be presented. Any reputable Nurseryman may join and have voice in the proceedings. Annual dues, \$10 upward. Apply to the Secretary.

President, Major Lloyd C. Stark; Vice-President, J. R. Mayhew, Waxahachie, Tex.; Secretary, Curtis Nye Smith, 19 Congress St., Boston, Mass.; Treasurer, J. W. Hill, Des Moines, Iowa.

The Onarga Nursery Company, Onarga, Ill., recently sent to the Elm Place School Chicago, a bundle containing two hundred vigorous apple seedlings and cuttings of Early Harvester and Golden Grimes apples together with a supply of waxed string for tying grafts together. This supply can be used in lessons in grafting in which several of the upper grades had part. The specimens thus grafted are now stored away in wet sand to be set out in the nursery when spring opens up.

"The nursery business in America might be said to be in its infancy. The American people are just awakening to the necessity of landscape gardening, and with the probable Federal restriction on importation of foreign nursery stock, it will be years before the American demand can be fully supplied. With modern transportation and cold storage facilities the fruit industry has in no wise kept pace with the demand, so that at the present time fruits are selling for higher prices than ever before known, the fruit from a plantation selling in a single year for many times the value of the land.—A. M. Augustine, Normal, Ill.

### American Nurseryman ADVERTISING FORMS CLOSE

For 1st of Month Issue - - - On the 27th  
For 15th of Month Issue - - - On the 12th

The Lilly Orchard Co., Lilly, Ill., last season marketed fruit to the value of \$18,000 from its 300 acres.

The Eastern Nurseries, Holliston, Mass., have been incorporated by William B. Baker, 18 Tremont St., Boston, Mass., and others.

Ten carloads of apple butter have been ordered of the Puyallup & Sumner Fruit Growers Association, Puyallup, Wash., by a customer who last year ordered only six carloads. It requires nursery stock at the outset to produce apple butter.

The Iowa Cedar Rapids Floral and Nurserymen's association was formed for the purpose of taking care of general business of the members. The officers elected are: President, I. N. Kramer; vice-president, Albert Diserens; secretary and treasurer, A. J. Baumhoefer.

Extensive newspaper publicity as a means to educate the public to the high grade and true importance of the fruit and produce trade in the scale of modern business was approved by the Boosters, the organization of local South Water street, Chicago merchants, at its annual meeting March 7th.

Growers of cherries in the Grand Traverse, Michigan, region are to demand a uniform price for cherries this year. They will probably decide on 6 cents a pound for sour, whereas last year they received not to exceed 4 cents. Contracts are already being prepared with canners.

Peach leaf curl may be controlled by the same treatment used to combat San Jose scale, according to botanists at the Ohio Experiment Station. The use of Bordeaux mixture or a weaker solution of lime-sulphur is recommended for this disease in case the scale insects are not present in threatening numbers.

A despatch from Des Moines, Ia., says: Stock of the Watrous Nursery company has been sold for \$20,000 at a district court sale conducted by Judge Lawrence DeGraff. Alfred Hammer, East Des Moines druggist, was the purchaser. The land and leases owned by the Watrous estate will be sold to the highest bidder in the near future.

G. H. Goodhill, Live Oak, Sutter county, Cal., has just purchased sixty acres of land west of town, forty of which he will set to Thompson seedless grapes. K. S. Kartara has purchased eighty acres which he will set to grapes. Three other tracts have recently been purchased by Hindus. It is estimated 800 acres in this county have recently passed to Hindus. These workers save 75 per cent of their earnings, which they invest in land, or make leases.

The Woman's National Farm and Garden Association, Midwest Branch, has put itself on record by joining the Horticultural Society of Chicago through a delegate member, Mrs. A. H. Gross, its president, being the representative. At the meeting of the Farm and Garden Association board of directors February 19 the president looked to a future when Chicago would have its own Horticultural Society building on a plan similar to that of the celebrated Boston organization, the Massachusetts Horticultural Society. The opinion is that if the officers of several Chicago organizations get together a floor, if not building, can be devoted to the purposes of horticultural organizations. Offices and desks can be installed and a hall open for lectures and meetings.